

FIG. 1

BIO <input type="checkbox"/> Birthday <input type="checkbox"/> Birthplace <input type="checkbox"/> Parents <input type="checkbox"/> Siblings <input type="checkbox"/> Hobbies <input type="checkbox"/> Charities <input type="checkbox"/> Pets	HOMETOWN <input type="checkbox"/> Population <input type="checkbox"/> Overview <input type="checkbox"/> Teams <input type="checkbox"/> Athletic history <input type="checkbox"/> Stadiums <input type="checkbox"/> Sighis <input type="checkbox"/> Restaurants <input type="checkbox"/> Olympians	HIGH SCHOOL <input type="checkbox"/> Nickname <input type="checkbox"/> School colors <input type="checkbox"/> Coach <input type="checkbox"/> Championships <input type="checkbox"/> Career info <input type="checkbox"/> Teammates (noteworthy) <input type="checkbox"/> Olympians
UNIVERSITY <input type="checkbox"/> City <input type="checkbox"/> State <input type="checkbox"/> Mascot/nickname <input type="checkbox"/> Championships <input type="checkbox"/> All-Americans <input type="checkbox"/> Awards <input type="checkbox"/> Olympians <input type="checkbox"/> Alumni (noteworthy)	PROF. CAREER <input type="checkbox"/> Year by year overview <input type="checkbox"/> Stats <input type="checkbox"/> Ranking <input type="checkbox"/> \$ earned <input type="checkbox"/> championships <input type="checkbox"/> Events/results <input type="checkbox"/> Awards/distinguished	BUILD & OWN <input type="checkbox"/> Historical - Awards <input type="checkbox"/> Heisman <input type="checkbox"/> Outland <input type="checkbox"/> Mvp <input type="checkbox"/> All-American <input type="checkbox"/> Etc. <input type="checkbox"/> Historical - championships <input type="checkbox"/> League <input type="checkbox"/> NCAA <input type="checkbox"/> State <input type="checkbox"/> World <input type="checkbox"/> Individual <input type="checkbox"/> +++ <input type="checkbox"/> Historical <input type="checkbox"/> Hall of Fame <input type="checkbox"/> Retired Jerseys <input type="checkbox"/> World Records <input type="checkbox"/> Olympic Medals <input type="checkbox"/> Individual Sports (M & W) <input type="checkbox"/> Complete & Filtered <input type="checkbox"/> Lay Over: <input type="checkbox"/> Athletes <input type="checkbox"/> End User <input type="checkbox"/> Locale <input type="checkbox"/> "Record Books"
EVENTS <input type="checkbox"/> Team/league calendar <input type="checkbox"/> Past champions & results <input type="checkbox"/> Records <input type="checkbox"/> Distinguishing outcomes <input type="checkbox"/> Stats	CORPOR. RELATIONS <input type="checkbox"/> -links <input type="checkbox"/> products <input type="checkbox"/> demos <input type="checkbox"/> Endorsement's	NEWS/CONTENT <input type="checkbox"/> Headlines <input type="checkbox"/> Columns <input type="checkbox"/> Features <input type="checkbox"/> Interviews <input type="checkbox"/> Audio/video <input type="checkbox"/> Chat & message board
LOCATIONS <input type="checkbox"/> athletes <input type="checkbox"/> teams <input type="checkbox"/> Events <input type="checkbox"/> universities <input type="checkbox"/> stadium/venue <input type="checkbox"/> guides - rest/entertain.	END USER <input type="checkbox"/> Birthdate <input type="checkbox"/> Birthplace <input type="checkbox"/> Hometown/residence <input type="checkbox"/> High school <input type="checkbox"/> University <input type="checkbox"/> Pro-teams <input type="checkbox"/> Sports <input type="checkbox"/> Individual athletes	TRANSACTIONS <input type="checkbox"/> Tickets (events) <input type="checkbox"/> Tickets (travel) <input type="checkbox"/> Entertainment <input type="checkbox"/> Stadiums/venues <input type="checkbox"/> Merchandise <input type="checkbox"/> Memorabilia Driven by: Athletes, Teams, Events, Locale

☐ = End-user specific data
☐ = Athlete specific data
☐ = Athlete to end-user data match
☐ = "stand alone" data ("facts")

FIG. 2

• **Matched players (cont'd)**

- From Texas A&M
 - Denver
 - # 42 FB Detron Smith ('96)
 - # 71 T Chris Ruhman ('98)
 - # 84 WR Chris Cole ('01)
 - # 99 DE Montae Reager ('99)
 - Seattle
 - None
- From Stanford
 - Denver
 - # 87 WR Ed McCaffey ('91)
 - # 92 DE Lester Archambeau ('90)
 - Seattle
 - None
- From Schools Near Seattle
 - Denver
 - # 96 DE Harald Hasselback (Washington '89)
 - Seattle
 - # 11 QB Brock Huard (Washington '99)
 - # 30 CB Jermaine Smith (Washington '00)
 - # 9 K Rian Lindell (Washington State '01)
 - # 60 C Robble Tobeck (Washington State '94)
 - # 90 DT Chad Eaton (Washington State '96)

400

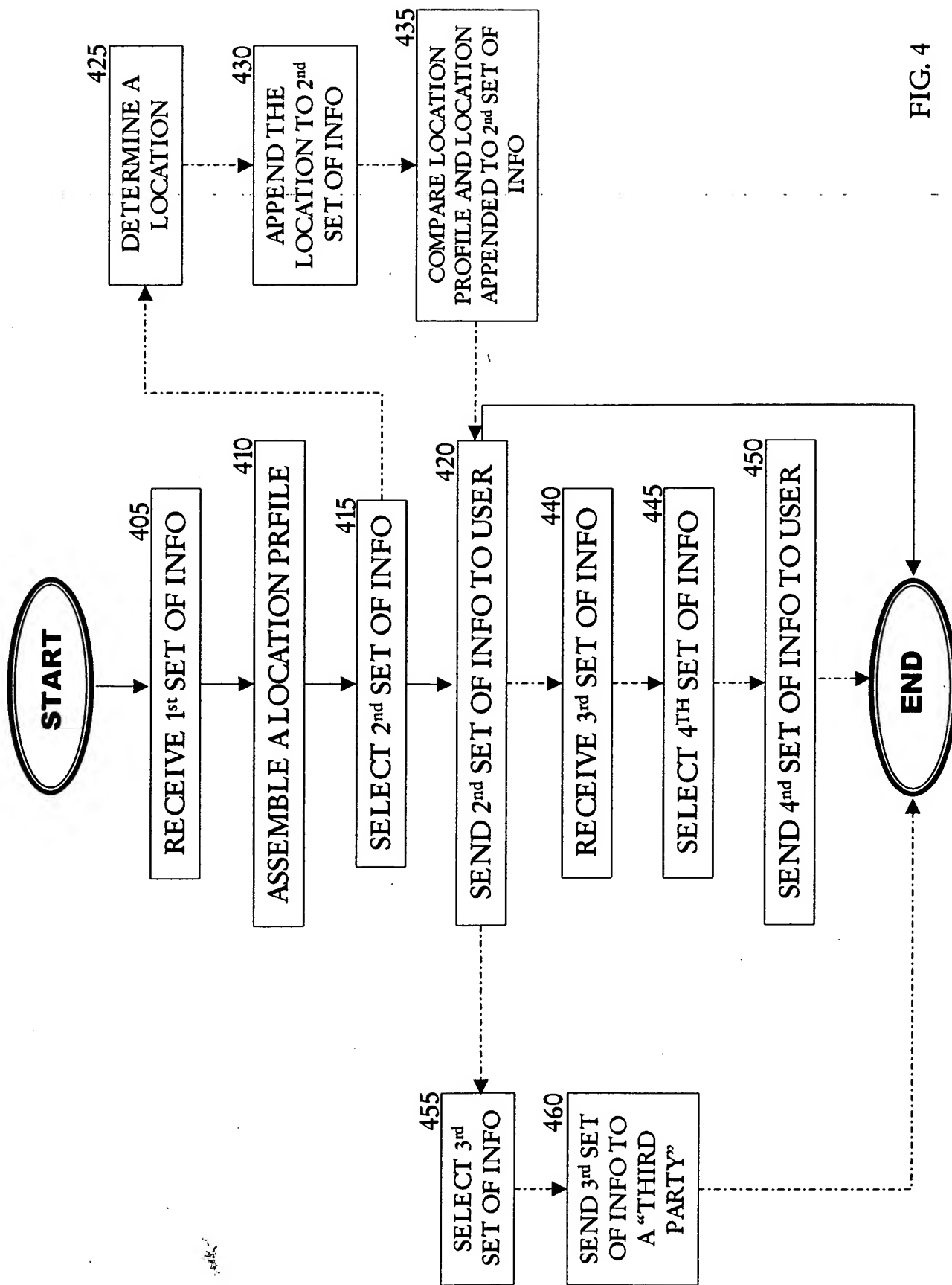


FIG. 4

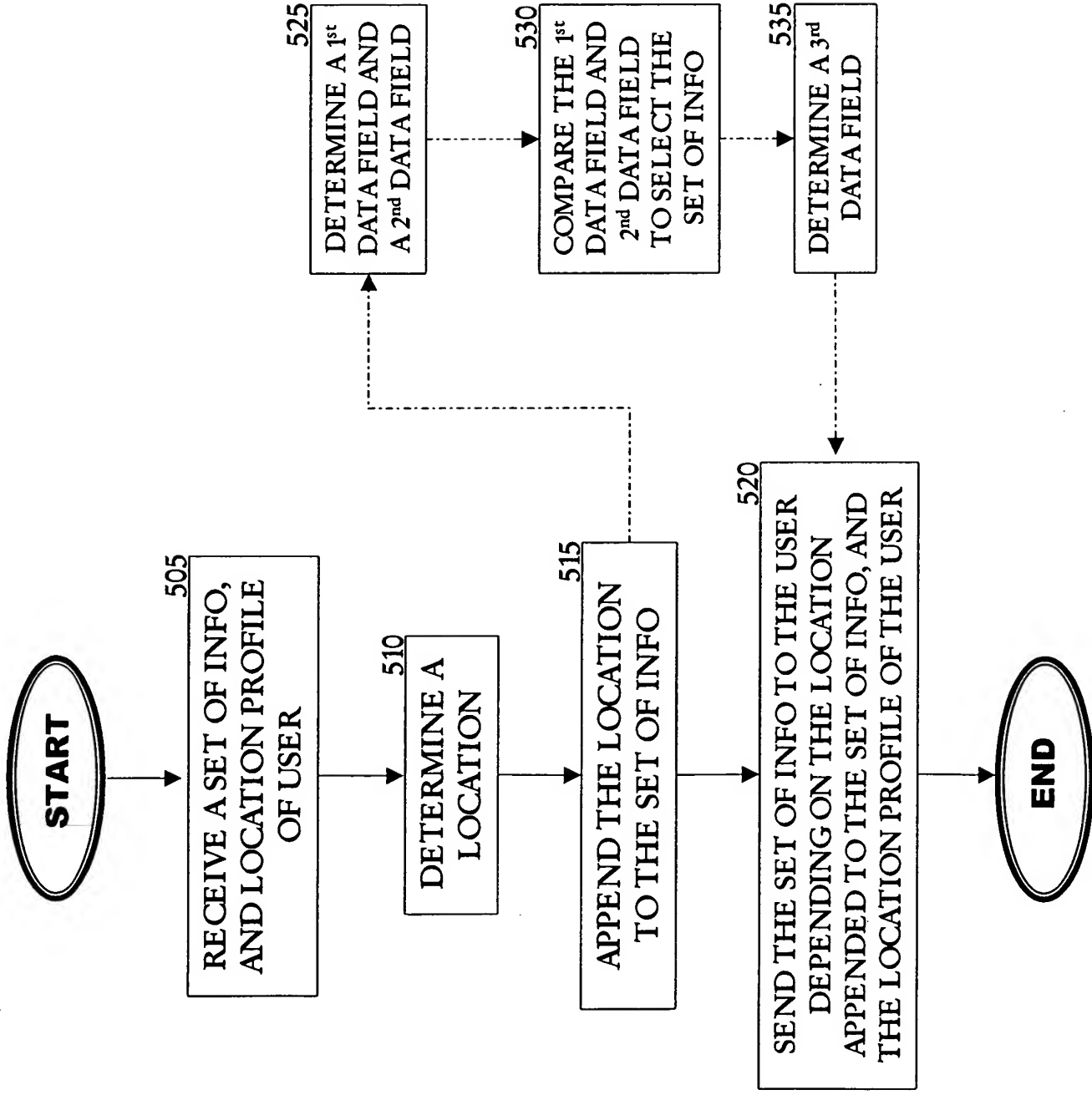


FIG. 5

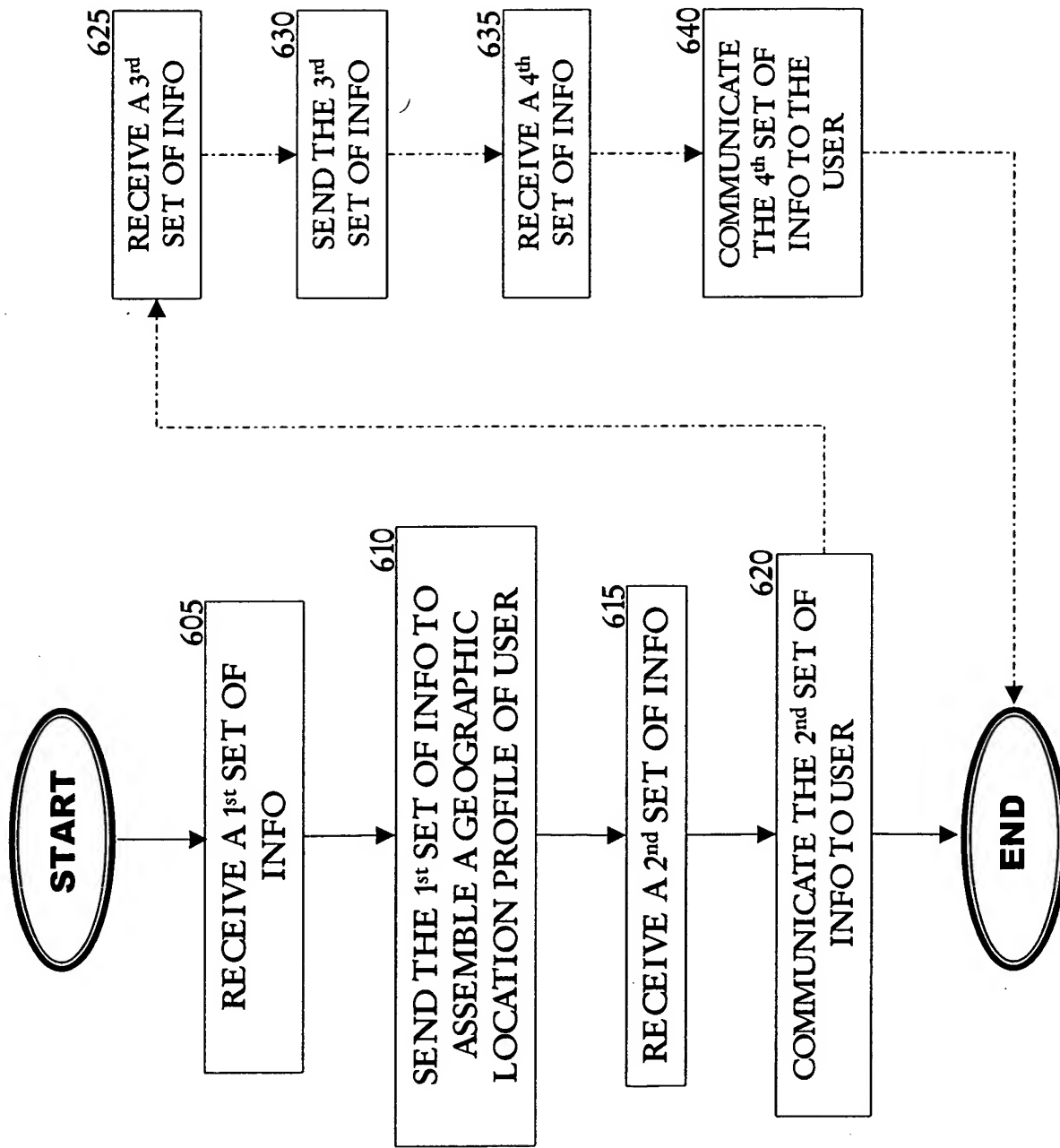


FIG. 6

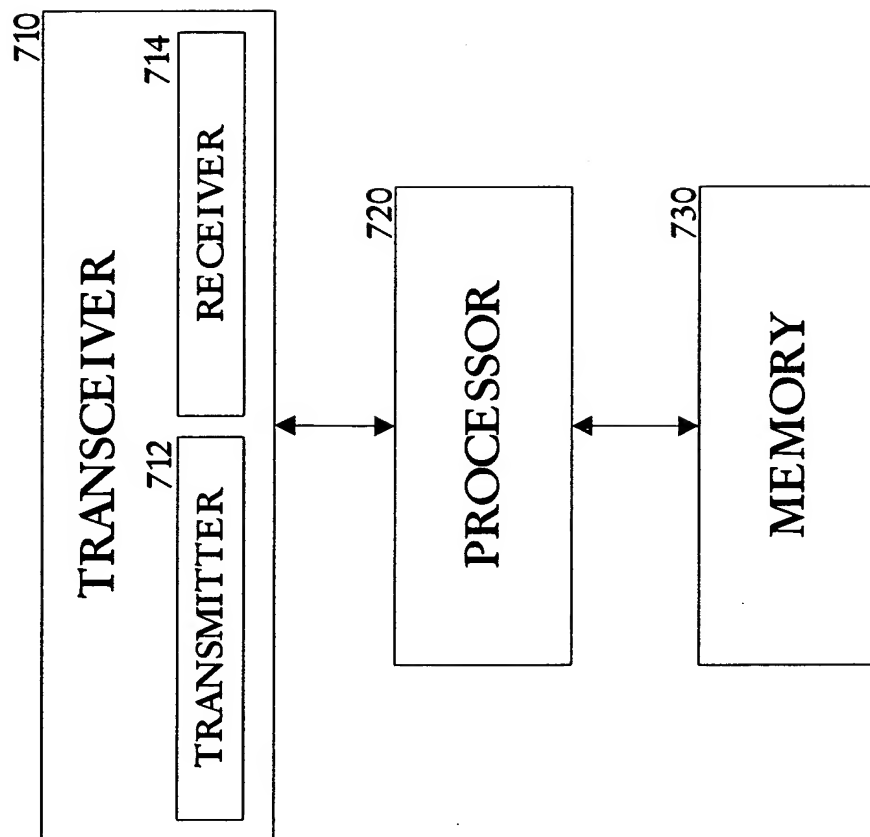


FIG. 7

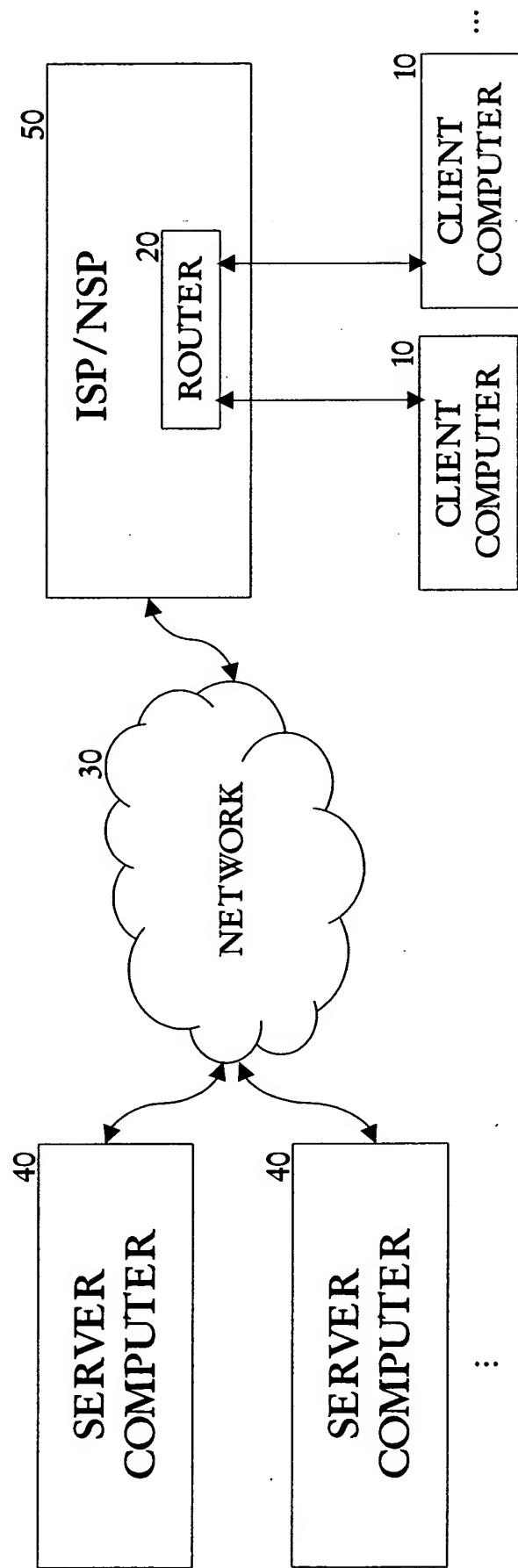


FIG. 8